

MÖDERE.
LIQUID BIOCELL®



TRANSFORMING THE SCIENCE OF COLLAGEN



THE AWARD-WINNING, MULTI-PATENTED COLLAGEN/HA MATRIX® CLINICALLY SHOWN TO PROMOTE HEALTHY JOINTS, RESTORE YOUTHFUL SKIN, AND EVEN INHIBIT THE ENZYME THAT CAUSES SKIN AGING*.

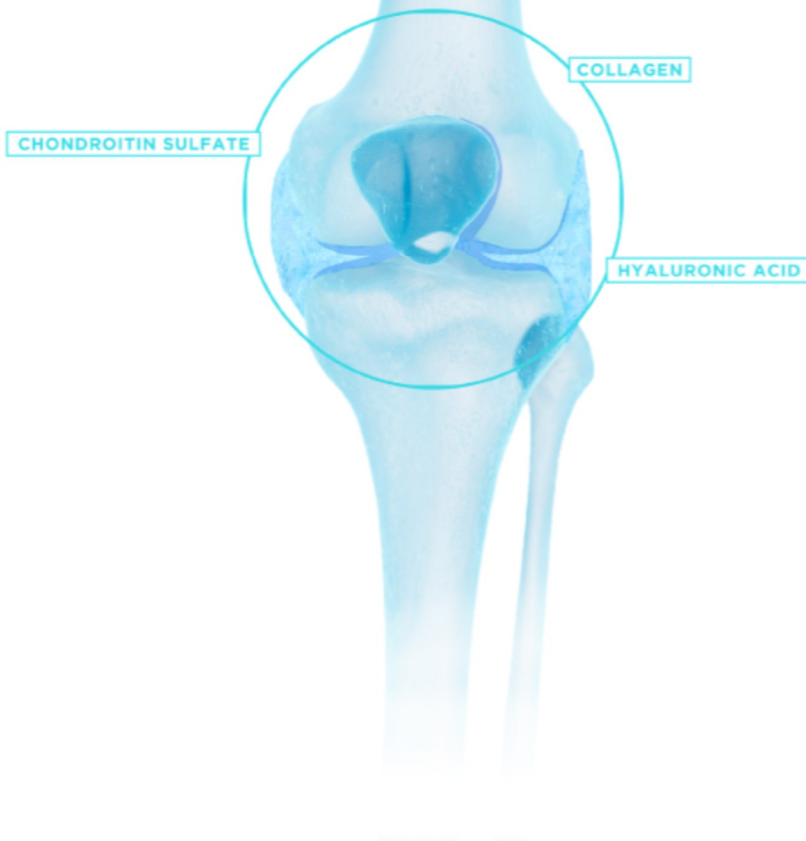
THE SCIENCE

**COLLAGEN/HA**

matrix® technology

**LIQUID BIOCELL® IS THE
NEW GENERATION OF COLLAGEN**

Liquid BioCell is a naturally derived Collagen/HA Matrix that's scientifically tested and backed by 7 U.S. and international patents. What makes it so unusual? This award-winning, single-source matrix combines highly absorbable collagen with hyaluronic acid and chondroitin sulfate, in concentrations that mirror human articular cartilage composition. It's clinically shown to deliver remarkable joint benefits—and dramatic skin benefits too.*

**LIQUID BIOCELL NATURALLY MIRRORS
HUMAN ARTICULAR CARTILAGE COMPOSITION****COLLAGEN INGREDIENTS
ARE NOT CREATED EQUAL**

Collagen as a nutritional ingredient can be classified into one of several groups depending on its type, source and manufacturing processes. The most common varieties of collagen are:

**TYPE I
COLLAGEN**

(includes trendy bone broth supplements)
Hydrolyzed, derived from porcine skin/bovine hide (aka gelatin), eggshell membrane and/or fish

**TYPE II
COLLAGEN**

(made from chicken sternal cartilage)
Undenatured or unhydrolyzed collagen
OR
Hydrolyzed collagen matrix: a natural matrix of collagen, hyaluronic acid and chondroitin sulfate (Liquid BioCell®)

THE FEATURES



The innovations pioneered by Liquid BioCell, such as our advanced liquid delivery system, have set new precedents in the industry that continue to challenge conventional brands to step up their game. However, none can match the unique combination of single-source collagen, the matrix composition and optimal molecular weight that makes Liquid BioCell so effective. Only Liquid BioCell offers all of the following features:

- Multiple industry awards
- 7 U.S. and international patents
- Naturally sourced matrix (not a blend), consisting of:
 - hydrolyzed type II collagen (60%)
 - hyaluronic acid (10%)
 - chondroitin sulfate (20%)
- Patented Collagen/HA Matrix® mirrors natural articular cartilage* (Fig 1)
- Patented Bio-Optimized™ process results in the ideal molecular weight for enhanced absorption*
- Liquid delivery system
- Concentrated formula

THE CLINICAL BENEFITS

As the gold standard for supplemental collagen since its launch, Liquid BioCell has inspired groundbreaking trends that have since been attempted by other brands, like a collagen matrix ingredient. Even so, Liquid BioCell (Hydrolyzed collagen matrix) still stands alone in delivering all of these clinically demonstrated benefits:

- Clinically shown to support joint and connective tissue health*
- Improvement in joint discomfort and physical activity after 8 weeks* (Fig 2)
- Substantiated benefits for youthful skin*
- May stimulate the body to produce new collagen* (Fig 3)
- Increased HA levels in blood by 6000% after 28 days* (Fig 4)
- Dramatically reduced skin dryness/scaling after 12 weeks* (Fig 5)
- Clinically shown to inhibit hyaluronidase, the enzyme that degrades HA and causes skin aging* (Fig 6)
- Measurably reduced wrinkles and deep lines after 12 weeks*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

*When used as directed.

THE SCIENCE

MIRRORS HUMAN ARTICULAR CARTILAGE COMPOSITION, FOR UNPARALLELED JOINT SUPPORT

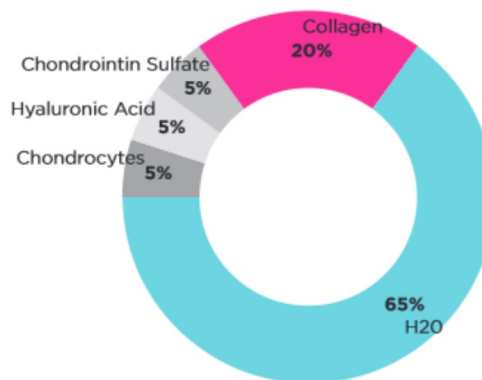
While there are many different types of collagen in the body, type II is predominant in human articular cartilage—the specialized connective tissue responsible for smooth, active joint movement. More specifically, human joints are largely composed of type II collagen, hyaluronic acid and chondroitin sulfate, and each of these serves an important role in the healthy function of joints.

In the simplest terms, collagen is a major component of healthy joints, youthful skin and connective tissue. Hyaluronic acid is essential to skin hydration, tissue maintenance and a youthful appearance. And chondroitin sulfate supports joint flexibility and lubrication.

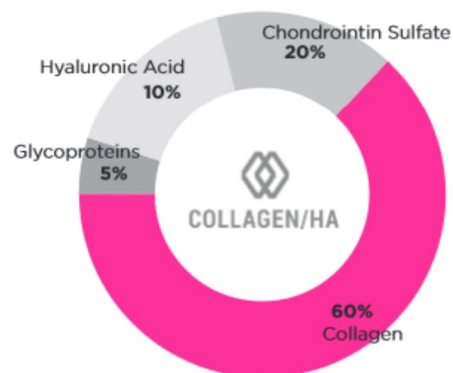
Liquid BioCell features all three of these vital substances in a naturally derived, single-source matrix. Backed by multi-patented Collagen/HA Matrix® Technology, this proprietary ingredient largely mirrors human articular cartilage composition and is hydrolyzed using a patented Bio-Optimized™ manufacturing process to achieve an ideal molecular weight. The result is naturally enhanced bioavailability. Bioavailability has a direct bearing on how beneficial a supplement is, because it measures how efficiently a substance enters a body's circulatory system. Ingesting a nutrient is not enough; it must be absorbed in order to derive any benefit, so the bioavailability of a supplement can be just as important as, if not more so than, what its nutrition label may claim.* Fig 1

Fig 1
LIQUID BIOCELL NATURALLY MIRRORS HUMAN ARTICULAR CARTILAGE COMPOSITION

HUMAN ARTICULAR CARTILAGE COMPOSITION



LIQUID BIOCELL COLLAGEN MATRIX



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CLINICALLY SHOWN TO IMPROVE JOINT MOBILITY

Given these facts, it's no surprise that Liquid BioCell is clinically demonstrated to improve joint mobility, promote healthy cartilage and connective tissue, and support joint lubrication. In fact, a double-blind, placebo-controlled trial of Liquid BioCell revealed measurable improvement in joint discomfort over 8 weeks, and many subjects experienced significant mobility with continued use.* Fig 2

What's more, a recent finding suggests that hydrolyzed collagen in Liquid BioCell may directly activate chondrocytes (cartilage cells) to stimulate the body to produce its own new collagen. Fig 3

Fig 2
**IMPROVEMENT IN JOINT DISCOMFORT
AND PHYSICAL ACTIVITY AFTER 8 WEEKS**

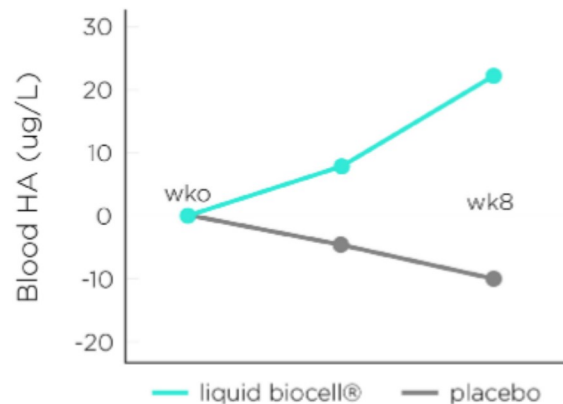
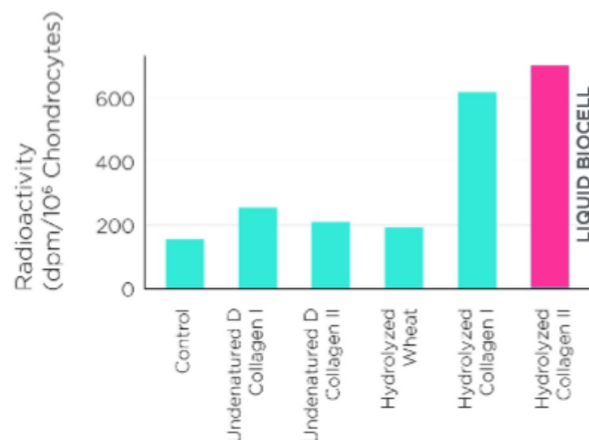


Fig 3
**NATURAL PRODUCTION OF NEW TYPE II COLLAGEN
AFTER TAKING COLLAGEN SUPPLEMENTS**



THE SCIENCE

RESTORES YOUTHFUL SKIN, INCREASING COLLAGEN AND HA

Collagen, hyaluronic acid and chondroitin are essential to healthy skin too. But with advancing age, the natural decline of these substances leads to the gradual loss not only of joint comfort and mobility, but skin hydration, firmness and elasticity too. Environmental stress and photoaging can accelerate this loss.

While many collagen products claim to benefit skin, few include the added benefits of hyaluronic acid and chondroitin sulfate, along with a remarkably low molecular weight to optimize bioavailability. Liquid BioCell's patented matrix effectively replenishes these vital substances, delivering collagen to promote firmer, younger-looking skin, HA to hydrate and plump wrinkles and chondroitin sulfate to support healthy skin. But the benefits don't stop there.

Liquid BioCell actually helps increase the body's natural HA levels too. A human bioavailability study demonstrated that daily intake of this collagen/HA matrix led to a 60-fold increase of HA in the body after just 28 days. That's an astounding 6000%! ^{Fig 4}

HYALURONIC ACID & COLLAGEN LEVELS DECLINE WITH AGE

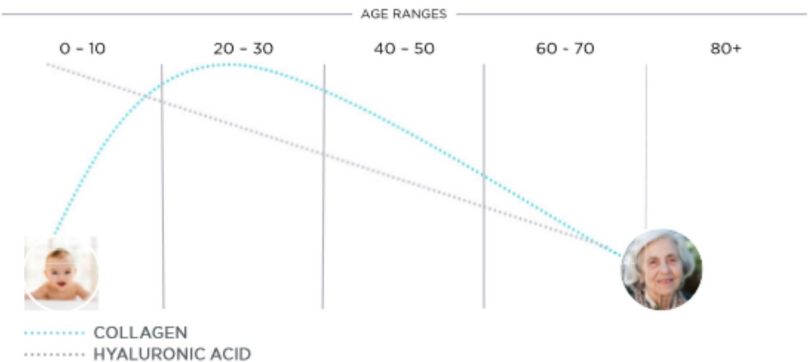
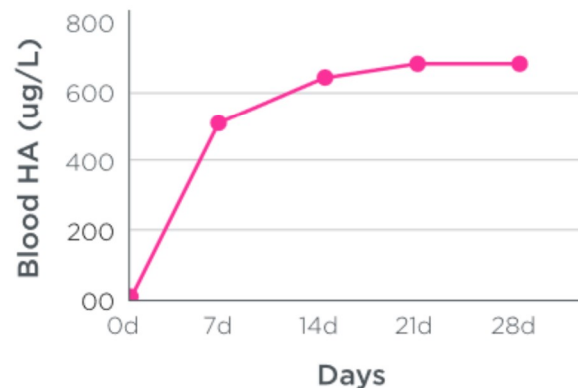


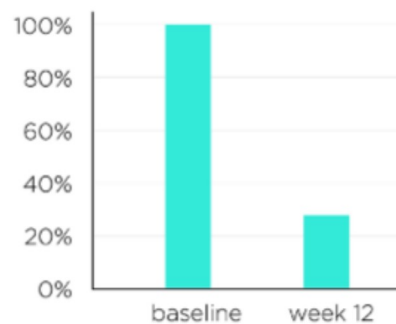
Fig 4
**A 6000% INCREASE IN STEADY-STATE HA LEVELS
 AFTER 28 DAYS ON LIQUID BIOCELL**



ELIMINATES SKIN DRYNESS WITHOUT TOPICAL MOISTURIZERS

Hyaluronic acid molecules possess the remarkable ability to hold 1000 times their own weight in water, so it's no wonder that HA plays a role in skin hydration, density and volume. In a 12-week study of subjects taking Liquid BioCell®, skin dryness/scaling nearly disappeared without the use of topical moisturizers. They also experienced enhanced microcirculation and a significant increase in skin's collagen content, visibly reducing wrinkles and deep lines from the inside out.* Fig 5

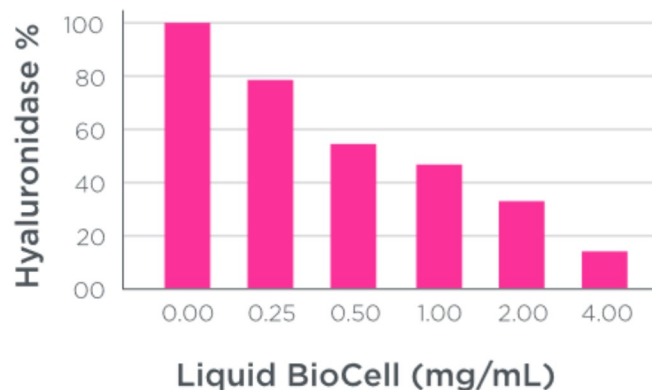
Fig 5
**SKIN DRYNESS/SCALING WAS REDUCED BY 76%
AFTER 12 WEEKS ON LIQUID BIOCELL**



INHIBITS THE ENZYME THAT CAUSES SKIN AGING

Additionally, research has shown a noticeable reduction in levels of hyaluronidase—the enzyme that degrades HA and accelerates aging—among subjects taking Liquid BioCell. That is, Liquid BioCell can slow the natural loss of hyaluronic acid. The result is radiant-looking skin that appears younger, longer.* Fig 6

Fig 6
**INHIBITION OF HYALURONIDASE
BY LIQUID BIOCELL**



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THE SCIENCE

AWARD-WINNING, MULTI-PATENTED, CLINICALLY TESTED EFFECTIVENESS

This science-backed, liquid collagen supernutraceutical has been recognized globally with multiple patents and industry awards, it's been clinically demonstrated effective, and it's available exclusively from Modere.

BEST HEALTH DRINK

(awarded for Modere Logiq™)

Beauty Shortlist Mama & Baby Awards, 2019

BEST WEIGHT MANAGEMENT SUPPLEMENT

(awarded for Trim)

SupplySide West Editor's Choice, 2018

FINALIST, PRODUCT INNOVATION AWARD

(awarded for Trim)

DSA Awards, 2018

#1 ANTI-AGING ESSENTIAL

TasteForLife Supplement Essentials, 2015

BEST JOINT HEALTH SUPPLEMENT

SupplySide West CPG Editor's Choice, 2015

READER'S INGREDIENT OF THE YEAR

Nutraingredients Awards Winner, 2015

EDITOR'S PICK

Remedies Magazine, 2015

FINALIST, MOST INNOVATIVE DIETARY INGREDIENT

Nutraceutical Business & Technology Award, 2012

BEST BONE & JOINT HEALTH INGREDIENT

Frost & Sullivan Award Winner, 2011

EXEMPLARY US BRAND RECOGNITION

Beauty From Within Conference, 2011

THE PROOF IS IN THE PICTURES

BEFORE



AFTER



SEE THE PROOF.

See what Liquid BioCell® has done for real people who took the daily recommended does for 12 weeks†, and then see what it can do for you.

† Actual results from a Modere Independent Representative. Individual results may vary.



THE PRODUCTS



Liquid BioCell® Life

Combines Liquid BioCell with 13 phytonutrient-rich superfoods and resveratrol to enhance anti-aging benefits.*



Liquid BioCell® Sport

Combines Liquid BioCell with BCAAs (branched-chain amino acids), L-carnitine, rhodiola and astragalus extracts plus 7 phytonutrient-rich superfoods to help fuel performance.*



Liquid BioCell® Pure

All the benefits of Liquid BioCell with zero sugar, zero carbs and less than 5 calories per serving.



Liquid BioCell® Skin

An advanced nutricosmetic with Liquid BioCell, ceramides, potent botanical extracts and 14 phytonutrient-rich fruits for antioxidant protection to counter premature aging.*



Liquid BioCell® Pet

The joint health solution for active and senior dogs and cats.



Liquid BioCell® Equine

Specifically formulated to deliver the benefits of Liquid BioCell to support horses' joints, skin and coat.

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COLLAGEN/HA matrix® technology



Trim

Combines Liquid BioCell with CLA (conjugated linoleic acid) to inhibit fat storage, improve muscle tone and restore youthful skin for a sculpted, lean body.*



Tria

An advanced clean energy formula with Liquid BioCell, natural caffeine, ginseng, B vitamins and 10 phytonutrient-rich superfoods for improved energy, concentration and endurance.*



Modere Logiq™ with TetraBlend™ Coffee & Logiq™ Creamer

Together, revolutionary Modere Logiq™ with TetraBlend™ Coffee and keto-friendly Modere Logiq™ Creamer deliver extraordinary cognitive support* and high-quality brain fuel.†



Modere CellProof

Backed by the same Collagen/HA Matrix® Technology that sets Liquid BioCell apart from ordinary collagen supplements, patented BioCell Collagen® CG (cosmetic grade) is the star ingredient in this multi-tasking line of advanced skin care products. Pair CellProof with Liquid BioCell for a comprehensive, 360° approach to visibly radiant skin.

*Logiq with TetraBlend Coffee and Logiq Creamer deliver the benefits of Collagen/HA Matrix Technology when paired with other Liquid BioCell products.

MEDICAL PROFESSIONALS[†] AGREE



KELLY O'MALLEY MATTONE, MD[†]

"From a scientific standpoint, Liquid BioCell® has undergone multiple randomized, controlled, double-blind studies. The results have been published in peer-reviewed journals. And as a physician, there's no greater validation for a product. This is the top of the line, gold standard for a nutritional supplement."



JON M GRAZER, MA, PD, FACSS[†]
BOARD-CERTIFIED PLASTIC SURGEON

"Higher levels of HA and collagen equal younger-looking skin. Liquid BioCell has been a Hollywood secret in helping some of my most visible personalities look their best." *



LISA DEROSIMO, MD, MS[†]
DIPLOMATE OF AMERICAN BOARD OF OBESITY MEDICINE

"Liquid BioCell can provide a way to age active and healthy. It is a naturally occurring matrix in a highly absorbable form. It is manufactured exclusively in the United States in an NSF, NSF Sport, cGMP registered facility. I use Liquid BioCell. My whole family uses it and I recommend it in my practice." *



JOHN A GIANNONE, DVM[†]
MEDICAL DIRECTOR AND PRACTICING VETERINARIAN

"I believe if we supplement Liquid BioCell Pet in our pets' diets and keep collagen and HA at a healthy level, then we would be giving their tendons and ligaments some form of protection."

[†]Independent Modere representative

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Visit [Modere.com/CollagenSciences](https://www.modere.com/CollagenSciences) to learn more.

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